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‘A polycentric view on the NæringsNM’

MSc in Innovation and Entrepreneurship

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Abstract

The NæringNM and attractiveness barometer presented by The Confederation of Norwegian Enterprise (NHO) are used by decision makers and politicians as a showcase and to confirm their decisions of strategies for their region and business development. With this paper I want to isolate and focus on some issues of using this as the foundation for future decision, particularly if it is constructive to be used to build a robust business or to get a better score in the NæringsNM, or if it is possible to do both?

This paper looks into the ranging of regions made in “NæringsNM” and attractively barometer. It analysis the parameters and discuss if they are right or if they should have been altered to reflect the regions in an improved way. The NæringsNM does measure the business in a region with the parameters of profitability, business development and the size of business; the attractively barometer uses the migration and immigration in a region to measure how attractive a region is compared to the other regions in Norway. Then the paper takes one of the regions that show parameters of being a attractive region but the business are decreasing.

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1. Introduction

Telemarkforskningen carry out, for the seventh year, NæringsNM (NHO 2011) for the The Confederation of Norwegian Enterprise (NHO). NæringsNM measures and compares the industrial development in regions and counties. NæringsNM is based on companies' growth and profitability, new entrants and business size. In addition Telemarkforskningen prepares “atraktivitetsbarometeret” that shows the relationship between immigration withdrawn new jobs in the regions, this then should give a picture of how attractive a region is to live in.

In this study I am using the region of Moss (Moss, Våler, Rygge and Råde) located in the county Østfold as a case to look at what makes a region get the result it have in the NæringsNM. I want to do this study to set focus on and to get more understanding on the complex and complicity of businesses development in regions. A lot of decision takers do, with or without deliberately, use or misuse the information in NæringsNM and other statistical material to support their strategic choices for their region. These studies do try to investigate some of the factors that lead to the result of NæringsNM. Moss has a situation with a steady decline in the position of NæringsNM and in 2010 it holds rank 69 of 81 positions.

Moss has a central location in Østfold and in the Nordic countries it bears some unique features that should indicate a blooming business in the region. You find well developed infrastructure such as a transportation hub where the 4-lane highway to Oslo and Sweden, the most loaded ferry route in Norway to cross the Oslo fjord to the neighbor county Vestfold, Railway, International and domestic Airport, Container Harbor. With 1,7 million people living within 1 hour traveling time, the labor market should be excellent. This arrangement of the infrastructure should be very attractive to businesses and entrepreneurs. Looking at the activity barometer Moss is a popular region ranging at the 3rd place nationwide, giving the impression it is a very popular, and looking at moving patterns most people moving to Moss will stay.

Throughout history Moss have always been a city of both trade and industry, a local center where the surrounding area have come to trade their goods. Nowadays Moss has evolved from an industry region to a more economy and trading oriented businesses region. Like most of

the world Moss has got some impact from the Late-2000s financial crisis that peaked globally in 2010.

2. Methodology

research questions of the study

The research question is elaborated upon as follows:

- 1) What lead to the range that regions get in the NæringsNM?

Framework of the study

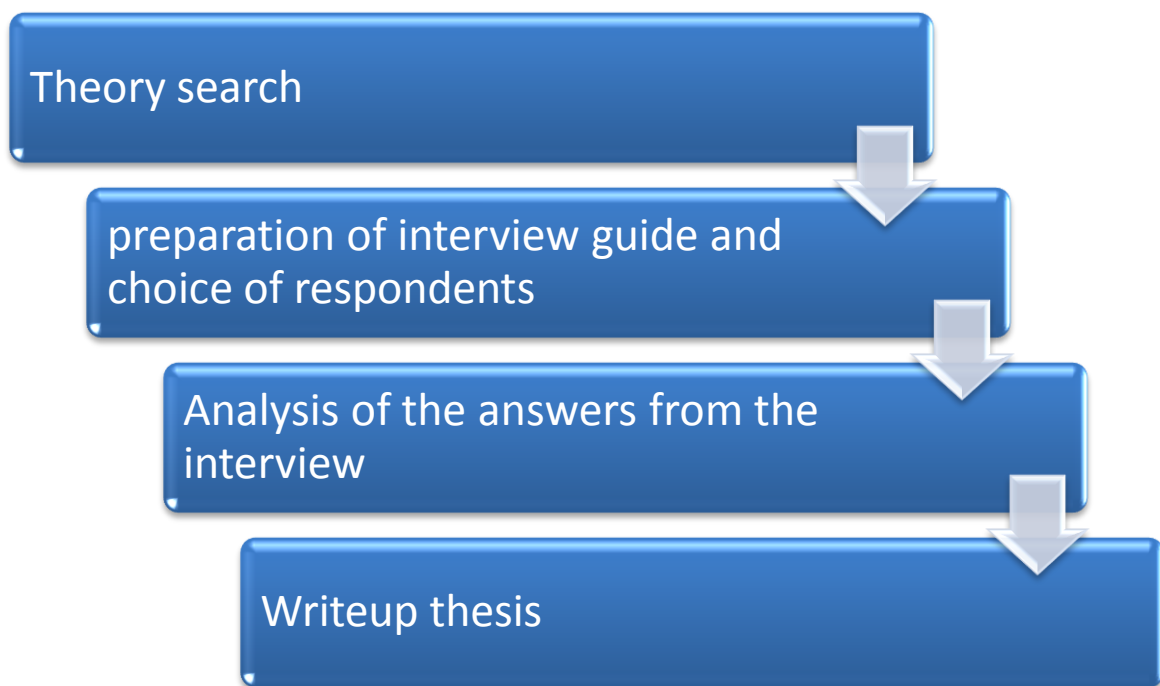


Figure 1, Framework of the study

This study followed a ordinary framework for the conduction of this study, and I based it on a waterfall method where all progresses follow each other with no iteration of earlier steps. This to be sure to reach the final product in the timeline provided.

Methodology and data

The sources of data used are interview with: NHO Østfold, MRNU, Moss Industriforening, Telemarksforskning and Scoping papers covering the following topics.

Validation of the NæringsNM:

- Analysis of the criteria of NæringsNM, are they right?, Some missing?, Will it give right answers?, Does it matter?
- Analysis of the criteria of Attractively barometer, are they right?, Some missing?, Environment?, Location?, Social?, Will it give right answers?, Does it matter?

This study do analyze the data applied from Telemarkforskningen, statistics from SSB and qualitative data collected from selected organizations in the region of Moss to explore and find some clue to what makes the region of Moss, which should have all the prerequisites for growth, still decrease.

I did consider the anonymity and confidentiality for the objects, but as I made clear to the objects too, because of their position they do give validity and reliability to the answers and it is difficult to give anonymity to them. Attached you will find the interview guide used in this study. The interviews were conducted as a semi-structured interview as I wanted the respondents to collaborate on the topics connected to the study and give room for the respondent to introduce new topics they find connected to this study.

This study can be categorized as a form of triangulation employing following methods. It comprises a literature search with particular references to document evidence, and results of some empirical studies were used and analyzed. Theories inspire and frame my research, yet the appropriate use of data and methodology makes possible an effective search for the answers within the framework. A theoretical framework for my study will be elaborated upon in chapter 2.

This section explains what methods my study chooses and what major sources of data are collected for the study. Since the study has a predominantly explorative and descriptive character and relevant data collection is difficult, it is of great importance to consider the limitations of data and value the data that has been used properly. Data limitation will be discussed in chapter 1, section Data limitations.

Essentially in social science research it is apprehended that there are two major approaches—the qualitative approach and the quantitative approach. Social studies do typically choose from alternative approaches to studying the social world and often combine the best suited approach. After the synthesis of approaches revealed in the literature and applied to my subject, I outline two core chapters (3 and 4). In chapters 3 and 4 there are some qualitative data collection and the analysis of the answers given from the objectives on the issue of region development, policentricity and spatial development in a region level on a more general level. I used qualitative data to analyze the issue of region development and enlighten the issue from a general and particular case perspective. In these two chapters, both quantities data (statistics from SSB and Telemarksforskningen) and qualitative data (Interviews with key persons of the Region of Moss) are used. In this case the mixed methods are most appropriate since the study is exploratory. Therefore, document and data analysis is the primary approach that I used to address my research questions. Moreover, the research on the issue of ranking in NæringsNM should be based on the available data in the period it has been conducted, both the primary and secondary sources.

Primary sources of data collection

As mentioned earlier, it is difficult and complex to collect data that are not biased on this issue and that are valid and can give an exact answer to the topic; This most likely because there are more schools on the topic of rural development.

Hence the decision to find descriptive information that will give an idea of the topic encouraged by the NHO, including rural development and policetricity. The quantative data I use here are the SSB and Telemarksforkningen's study based on primary data from SSB.

As to the qualitative data, I try to locate my study in various studies of rural development, policentricity and business development. All these different pieces were then put together and processed to identify the rationales used in the framework of this study. In the exploration of how and why the results in NæringsNM, there are used multiple sources from which I collect my information.

Firstly, most of the qualitative data are acquired from the website of SSB and some other reports from mostly Norwegian science centre and internet pages. I examined the reports from NIBR directly and these indirectly address the issue of rural development, moving patterns,

city development, and trends in population. Moreover, I examined more documents about incentives of attracting people to a region and the trends in moving patterns in Norway.

Secondly, many primary sources are from reports of innovations and experiments published in an increasingly number of journals on business development by organizations and institutions. Some of these documents are written in Norwegian.

Secondary source of data

One very important source was the secondary sources of data for this study, and was acquired from the research by scholars in many parts of the world. Though there are not many books and articles focusing on the issue of rural development, they do deal with and analyze specific issues from many other in-depth and thought provoking perspectives throughout history.

Data limitations

The quantitative data on which the study is based are mainly collected from The Norwegian statistic bureau and survey results at the national and region level. The data are collected for other purposes and put together for new statistics to show other issues than first intended. The data used to create NæringNM and attractiveness barometer are taken from SSB and do fulfill the purpose to create the discussions NHO want to set focus on.

All these will affect the accurate analysis on the issue and make it difficult to find the real trend. However, considering the lack of data and complexity and difficulty of collecting enough data in this field of study to give precise results, I put my trust in and conduct the current collected data in this study even though they are not perfect.

Structure of the thesis

The following gives a brief outline of the structure of this thesis.

Chapter 1 gives an outline the methodology, data sources and outline of this thesis.

Chapter 2 presents a theoretical framework for the analysis of rural development on the issue of forces that push and pull between centre and the size of their business. Theoretical concepts,

policentricity, centre development, attractiveness, moving patterns are addressed in the analysis of the topic.

Chapter 3 summarizes the answers from the interviews

Chapter 4 begins with a broad overview about the criterion that NæringsNM are based on. Finally, the implications of competition on the issue of a shared labor market are explored.

Further it analyzes how and what the case of Moss the region have achieved their position in NæringsNM and a discussion of what can be done to get a higher score and what can be done to motivate more innovation and startups in the region.

Chapter 5 tries to summarize the results of the discussion and the findings. In the end some questions are raised for further research and discussion.

3. Theoretical framework

This study is based on the study of the frameworks on Suburbs diversity especial Suburban-ringing diversity where polysentricity, population trends and rural development plays a great role. I use the policentricity actively in the discussions both on region and county level.

This study is a case study where the region of Moss is used as a example of a region with twofold results in the NæringsNM and Attractively barometer; showing it is attractive to live but not especial great business development. The study try to include topics that are universal for all the regions in NæringsNM and it tries to attach those topics to a synopsis of labor market. Complementary I have chosen to include the Mega region and the impact it will have on the labor market in the region. The mega region is a multinational attempt to create a infrastructure corridor including high speed trains and multi lane highway spanning Oslo – Goteborg - Copenhagen, this attempt will result in a mega region with more than 8 million inhabitants, something that are big in the northern European standards.

Moving patterns of Norway

Population trends of Norway

The Norwegian big cities are today where the majority of Norwegian young adults with an average age of 36-38 live, compared to the national average of 39, uses the big cities as their main arena for further education and the arena for early working experience.(ssb 2010)

The exchange between big cities and suburbs are as follow: young adults are attracted to the big cities and moves to the big cities both to get education and because of the young environment. After a period where they get more settled, their following establishment of family life, where often the family moves to the suburbs or countryside.(Juvkam D., Sørli K. et al. 2010)

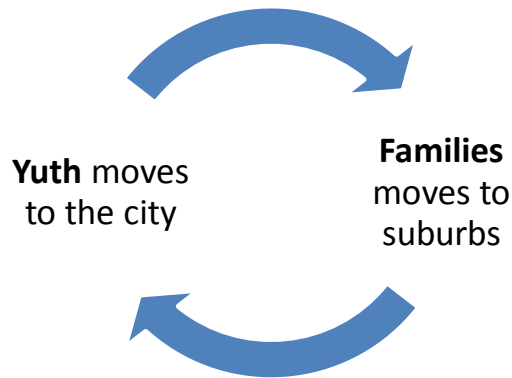


Figure 2, Moving trends in Norwegian Cities

When looking at the numbers from the country, county and regions to municipality level the relative importance of the immigrations grow for the changes in population composition.

Geographical analysis levels determine what results you get from a survey. This can be used with purpose for instance to create an impression there are not big changes in the exchange of population in the country, by presenting it on a region level. P.28(Juvkam D., Sørli K. et al. 2010)

With the case of the city Moss we can see a clear example of a city that have grown out of its borders, this make the statistic on commuting should take in consideration the center related workplaces partly lies in neighbor counties. (Juvkam D. 2002)

Suburban diversity

Suburban diversity varies with metropolitan population size and suburban size, density, dominance, and distance from the central city. (Hall Matthew and Barrett 2010) (3.full.pdf)

Suburban-ring diversity

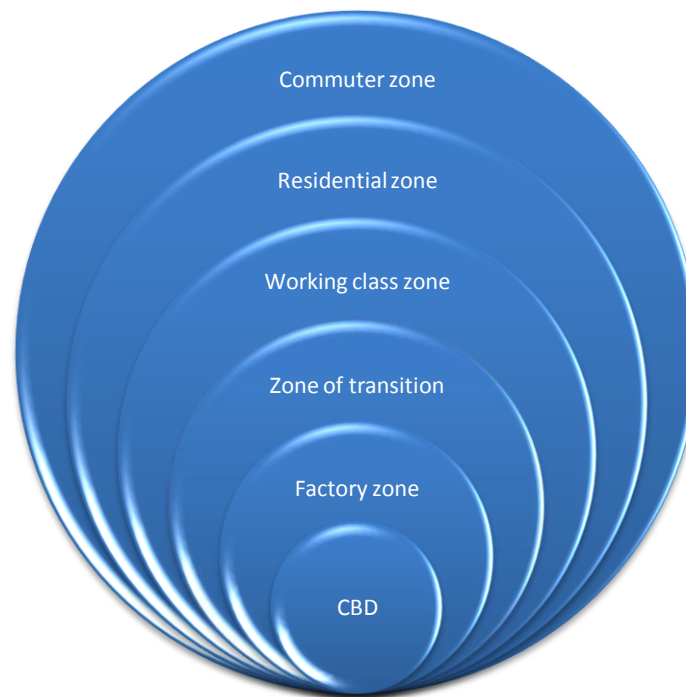


Figure 3, Concentric zone model of cities

Concentric zone model show how an urban area can be divided into different zones describing the urban social structures within the urban area. (Burgess Ernest W. and Park. 1921)

In this study I want to partly use the concentric zone model to describe the forces that influence the surroundings of a region centre or a metropolitan and to the different polycentric centre where there is more centre in the region.

Citizens' Inter municipal Political Orientations: Evidence from Swedish City-Regions.

The results from the Swedish survey on “the civic voluntarism model, typically assume that local participation takes place in the community where one resides. However, with an increasingly mobile population, this can no longer be taken for granted.” (Lidström 2010)

Comes with some interesting issues regarding commuting and the wide labor market surrounding larger centre. The feeling of belonging is not to the place the commuters live but rather to the place they are working. This would have a large impact on the attractiveness of having a large labor market without having the workplaces for them in the local region. The findings have practical implications that point to the need to reconsider how urban democracy is organized. (Lidström 2010)

Mega region (osl-cph)

There are more forces that are working on the development of high-speed trains in more places in Norway, one of the routes discussed are the COINCO North corridor between Oslo and Copenhagen.



Figure 4, Nordic mega region

“The aim is to secure sustainable growth and development through reducing time and cost of travel between Oslo, Göteborg and Øresund/Copenhagen. Developing efficient train solutions is essential in order to increase mobility within and connect the region. The vision is to get high-speed trains that will serve the distance between Oslo and Copenhagen in 2 hours 20 minutes by 2025.”(COINCO 2011)

The government in Norway does want a high speed train in the corridor between Oslo and Copenhagen, they have ordered more studies to support their decisions and to show the economic outline. Sweden have already built more than half the distance. (Ibenholt 2008) (Svingheim 2008)

Norwegian national rail administration does emphasis the need of upgrades of existing rails and the need for new rails both high speed to support the travelers and separate rails for goods (Skauge 2011)

Urban network concept and spatial integration

In the studies Spatial structure and productivity in US metropolitan areas (Meijers E. J. and Burger M. J. 2010) there are found indices that a network of geographically proximate smaller cities cannot substitute for the urbanization externalities of a single large city (Meijers E. J. and Burger M. J. 2010). The Dutch Randstad is usually seen as a prime example of an economically successful polycentric urban system, “It is concluded that, at this moment, the Randstad does not function as a spatially and functionally integrated region”. This also calls into question the applicability of the urban network concept in general (van Oort F., Burger M. et al. 2010)

Business clusters

In the literature there are 3 cluster concepts that have gotten a most attention. Those are Functional business clusters (Porter M 1990), geographical agglomerations (Marshall A 1939)/(Malmberg A and A. 1997) and innovation systems. (Lundvall B.Å 1992)/(Edquist C 1997) All these concepts have in common that the business innovation and growth capabilities are strongly influenced by the properties of the external relationship and connection of two kind. One is the relations through the value chain of suppliers, end-user and customers and competitors; the other side the broad institutional environment that the businesses are anchored to economical, social, cultural and political. Other common of these concepts are the emphasizes on important parts of the learning, knowledge building and innovation processes are social and territorial anchored, even they emphasize different geographical levels. (K. Onsager 2005)

Knowledge economy

In institutional economic theory the knowledge are the key resource and learning and innovations are the primary processes behind economical growth within knowledge economy. (Lundvall B. Å and B 1994)

Culture heritage as economic development

What are highlighted as qualities for visitors, as local character, interesting urban environments and a broad offer of cultural activities, represent qualities to the local inhabitants too (Parkerson B. and J. 2005)

What makes a region attractive to live in?

In Norway there are 6 main motivations to move and they are as follows: work, housing, place/environment, family, health and educations. The last two are marginal and can be neglected, the remaining 4 are equal in a national scope, Table 1.(Juvkam D., Sørлие K. et al. 2010)

	Work	Living	Place/environment	Family	Health	Education
countryside	20	25	21	27	3	4
Large cities	29	17	15	26	2	11
Oslo	31	21	14	21	1	12
Bergen	29	13	16	30	1	11
Trondheim	22	13	10	39	4	12
Stavanger	34	10	21	22	3	10
Kristiansand	22	7	17	37	5	12

Tabell 1, Motivations for moving in the big cities and to the countryside in Norway (Juvkam D., Sørлие K. et al. 2010) all numbers in %

Figure 5, Overview of moving pattern in cities

4 demographic reasons why people move; youths moving to big cities because it's more youths growing up in the suburbs of the big cities; then there is the drafting of people, the ones moving to the city for a while to move out again, the time they stay are increasingly in the last years making the net moving into cities to grow, we can see a tendency that the bigger the city the bigger this proportion is of people moving out of the city; work immigration; remigration of immigrants (Juvkam D., Sørлие K. et al. 2010)

In the extra circle of Oslo you will find in the Østfold and Vestfold the people in family phase of life have increased. The increase is a little less in the Region of Drammen than rural areas further away. The youth have a stronger pull towards Oslo from the extra ring than the closer

rings of Oslo, showing a clear increase of area that Oslo makes an push on.(Juvkam D., Sørle K. et al. 2010)

As most of Østfold and Vestfold have a well developed collective transportation to make traveling time short, even the distance may not be natural they will be included in the extra ring of Oslo (Juvkam D., Sørle K. et al. 2010)

4. Summary of the interviews (NæringsNM)

The interview objects was NHO in Østfold as NHO is the one ordering the creation of the NæringsNM statistics and they know inside information on Østfold and knowledge of both historical development and political directions that will come.

Further I have chosen 2 business organizations in Moss, the Industry Association of Moss (Moss industriforening AS) and The region of Moss Economic Development (Mossregionens næringsutvikling AS). Both organizations are working with the businesses in the region to promote the Businesses of Moss and its region.

The last object was Telemarksforkningen that are responsible to conduct the NæringsNM and attractively barometer.

I did consider including investors, politicians and some of the major companies in the region but I deduce by their positions they are more pre-determined and would give the findings in this paper a more biased view.

There was broad consensus about the importance of development of city centre and region centre, and knowledge economy.

The criteria of NæringsNM and activity barometer

There is a consensus of the criteria used in NæringsNM. The criteria used are quantifiable and gives validity to the measurements in the statistic.

The Telemarksforkningen have considered the sense of including the size of the business in the statistic measurement, concluding that having this will eliminate the imprecise of small regions that would top the list even they do not have a large business compared to other larger regions with a stronger business. (Vareide K. 2011)

The parameters of the attractively barometer are considered to be changed in near future to reflect the work immigrations and the period of evaluation may be changed. (Vareide K. 2011)

As a notice I would like to let the activity barometer reflect the degree of social activity in an area including such as social, environment and culture activities. (Trandem Y 2011)

The variables in NæringsNM and AB are accepted and they are verifiable.(Evensen E 2011)
To take in consideration the workforce immigration would not serve the debates that this statistics are meant for.(Evensen E 2011)

There are a lot of different actions that can be done to increase the results a region do have in NæringsNM, but most of these takes longer time and may give small effects and are they are difficult to measure and claim what was the effect that did the difference. A more diversified business and industry in the area would give less impact of crisis like the financial crisis but this would stabilize the result in the middle of the scale of NæringsNM as some divisions would be less good while others are high. Some actions that could give results are business cluster and to strengthen new establishments. (Vareide K. 2011)

Østlandet and Vestlandet was hit hardest of the finance crisis, this because they have the highest population and have a more narrow business sector. The finance crisis hit the financial sector hardest and the industry less hard giving the regions with only or most financial businesses to be hit hardest, while the regions with a more business in the primary and secondary business sector was moderately hit by the financial crisis. (Vareide K. 2011)

One major reason of this is the change of business where the trend have been a decrease in the industry businesses and an increase among trading and finance business in this area. The business of finance and trading have been influenced extra from the Financial crisis.(Vareide K. 2011)

One solution to make the region of Moss and the rest of Eastern Norway stronger and to be better suited to face situations like the finance crisis is to build up a broader businesses sector and not only focus on a narrow sector. Thus this will make the business stronger in the region, but it will make the region be presented in the middle of NæringsNM as this takes every business in consideration and most likely one sector will be stronger while another sector will be less strong and they will justify each other on the middle. (Vareide K. 2011)

The living attractiveness is positive as it demands better housing, communications, infrastructure and development of city centre. (Vareide K. 2011)

Business clusters

In one area of the region of Moss, Våler and the neighbor municipality Vestby, there is an emerging business cluster, geographical agglomerations, in the logistic growing strong.

(MRNU) One reason to this is the easy access to land, as these companies need a large area of land for their business. The logistic companies are often the first companies to settle down in an growing industry area as they need the land and often other companies follows thereafter and thus build up an divided industry area. Beside just the access to land the municipal do have a open mind to the business and industry and welcome new business with making the regulations uncomplicated and lighten the constrain for settlement of businesses (Laursen G 2011)

The Region of Moss is too small for business clusters to develop. (Laursen G 2011)

Business clusters are good to increase and to promote and improve business in the region. (NHO)

The significance of a business cluster in a region are unsure if it makes any impact but if there is a strong milieu in the region there should be made efforts to create an business cluster. (Vareide K. 2011)

Business clusters are good, and to strengthen business startups are some other things that will give effects. All the activities that are made to get effects to strengthen the businesses in a region are taking a long time and it is difficult to measure the effect any actions will have on the results.(Vareide K. 2011)

The focus and effort to create effective business clusters in regions can be questioned to what degree it makes any difference. If there is a strong milieu in the region you should definitive strive to set up a business cluster, but the benefits are unsure.(Vareide K. 2011)

About the recommendation to create Business clusters in the regions the advice is divided, if there is a strong environment in a region you should spend efforts on building it up but if makes any difference are unsure. (Vareide K. 2011)

Technology city

If there are possibilities to do the region should go for building up an technology city. (Vareide K. 2011)

If there is a basis to do the focus on evolve a technology city should be pursued. This would need volume, Moss do have a technology company that could take the lead to develop a technology environment in the region, Aker Solution, another technology that have been in the lead and could be the technology that found basis would be packaging (Laursen G 2011)

Technology city if the possibilities are there should do this (Vareide K. 2011)

Reputation building

The reputation building is essential for businesses to trade. (Laursen G 2011)

Even though there are spent millions of kroner on reputation building of a region there are no prove that it have any significance on the result of businesses in that region. (Vareide K. 2011)

Reputation building, there are none studies that can prove that the reputation building on region level have any influence on the business in that region. (Vareide K. 2011)

Cultural heritage as basis for economic development

The cultural heritage are going hand in hand with business. (Laursen G 2011)

Parts of Moss do have a conscious about using the culture heritage and uses this with evidence, such as F15 and Refsnes. (Evensen E 2011)

The cultural heritage to promote business in a region should only be what the population is using on a daily basis; visitors expect to find the same as the inhabitant in a region. Big arrangements and large costly cultural supply are not needed in the local as traveling time to well establish cultural arrangements like Opera in Oslo, Badeland in Askim etc. are good enough. (Vareide K. 2011)

The volunteer working immigrants do increase the width and gives diversification of the knowledge and culture in a region, one example is the glassworks in Moss that invited a large number of working immigrants in the 1980. (Laursen G 2011)

Legacy of culture as instrument of economic and business development: You should pursue what people need and are using in the daily life, big costly arrangements that pulls a lot of

people are not needed locally as this offer are covered in the nearby area as an example the opera in Oslo and other cultural happenings. (Vareide K. 2011)

Knowledge echonomy

Knowledge economy is the competitiveness businesses have to compete with. Moss should not focus on build up their own technology city but should identify with existing technology cities in the area. The reputation building are important for businesses and to regions, The region of Moss can take a position where they have a good position. Moss can chose to cooperate with Horten in Vestfold.(Evensen E 2011)

Research are fundamental for the further evolvement of business in a region, doesn't need to be located within the county border of region but need to be close to give synergies. The region of moss have adopted the university research environment at Ås and do bear benefits from this, it could get even more from the research environments in Vestfold and Buskerud. (Laursen G 2011)

The knowledge economy do have significance but what means are available to promote this? (Vareide K. 2011)

It is important to focus on the quality of education offered and the marketing of the region to give a diversification and increased competence. In Østfold there are started a project called insperia that should become an science centre to promote scientifically education. It is difficult to let settled businesses move to a new location. (Laursen G 2011)

Knowledge economy is important and do make an influence but what kind of instruments can be used to increase this?(Vareide K. 2011)

Need to higher the quality of higher education, need to be better and do more marketing, There is a knowledge and science center building up, the Insperia, that should be a motor to keep the focus on quality within the education and research. There would be good influence to have more large well established companies move to Moss but moving already established companies are difficult and hard to accomplish.(Laursen G 2011)

Infrastructure

The basic infrastructure need to be in order as one of the fundamental building stones for business development in a region, this both the fysical and non fysical such as telecom. There is a need to get a permanent connection of Vestfold and Østfold and this would be a natural placement. This can be compared to the connections of Sjælland and Jylland in Denmark. (Laursen G 2011)

The development of infrastructure in the rural areas close to a region centre will reinforce both the centre and the rural area; the rural area will expand into the market of the centre and opposite. (Evensen E 2011)

As a local issue in the region of Moss, there is a need to enhance the traffic situation. This is the under dimensioned road through the centre of Moss and further across the fjord to Horten. (Trandem Y 2011). If looking at all major regions in the world they all got a bridge to connect the different policenters in the area, this gives a physiological effect too of connections and belonging. Looking at the broader business area, the triangle of Oslofjord, this bridge would close the bottom line and unite the whole triangle; and most likely give a boost in industry and helping to unite instead of compete divided among the different policentes present in the area.(Laursen G 2011) Then there is the railway that could need an upgrade as today it is one line supporting both ways, making an bottleneck for transportation of goods and humans.(Trandem Y 2011)

The attractively of living in a region are increased by better infrastructure and transportation. (Vareide K. 2011)

An improved communication in an area will increase the attractively in a region.(Vareide K. 2011)

The living attractiveness gives a positive influence, such as better housing conditions, communications and development of city centre.(Vareide K. 2011)

Political restrain on business

The political benevolence is very important for how the regions develop, or how they don't develop. The politicians can take a role as partners or as counterparts and influence the ability for development in that area.(Trandem Y 2011)

For the case of Moss do have the same as the rest of Østfold low profitability and growth in the businesses. This due to uncertain political and business framework they are imposed to follow. The result of these uncertain frameworks does make it difficult for new business to start up and does not promote development and evolvement of existing businesses, In Østfold you can many companies that have growing pains as they are SMB and should evolve into bigger companies but because of the frameworks constrain them to be in the size they are today. (Evensen E 2011) To prevent the dormant cities there is a need political to be honest about what the region want to become, Follo in Akershus are an example of some local political forces that wants to be dormant regions, to change this it is a need to stimulate with political frameworks for the businesses in the region. The pressure on regions to develop into a dormant region are harder when the commuting time are decreased, the well developed infrastructure to Moss and the inner parts of Østfold makes the pressure harder than for instance Halden, to the south of Østfold. (Evensen E 2011)

The political framework does not promote a healthy business and growth of businesses. NHO have requested a fully growth of businesses in the area as there are too many small businesses that do not want to grow into next level. To promote this the political government in the region could remove the thresholds that prohibit development of businesses; this could be to facilitate the framework for new businesses end businesses in the growth phase, most companies in the growth phase need to invest in the process to grow and do have a reduced payment capability. Some examples that prevent further development are property tax and other fees that punish a development for businesses. The uncertain frameworks shows in statistics too where employment in the public sector are higher due to the fact that private sector are constantly facing an uncertain future. (Evensen E 2011)

The willingness for business in the political environment is very important to develop a good business in the region. The cooperation between the different actors are important too, the political follow-up from the county, all the regions in the county and to pursue public/joint affairs. (Laursen G 2011)

Region centre, policentricity and the cooperation in the region

There are 3 topics that are correlated to each other and that is the region centre, policentricity and the relationships among connected regions, this include the infrastructure between them and the hub development. Since there are a lot that indicate it will be built a transport corridor from Oslo to Copenhagen with fast railway and the highway are enhanced on a regular basis. This improvement of connecting infrastructure will give the corridor a chance to be more connected and the rise of a mega region with 8 million population are a fact.

Policentricity

A closer polycentricity is not positive as the competition of businesses and workforce have a large significance on the region. (Trandem Y 2011)

The policentricity do not show results, there are none relations or connections to policentricity and results. (Evensen E 2011)

The policentricity do have a major significance, compared to Finnmark, the north of Norway, there are only one region centre, while looking at the West coast of Norway you will find multiple centra and this do have significance on the results in NæringsNM. Statically there is difficult to prove the significance of policentricity even most researchers agree it have. (Vareide K. 2011)

To get ahead and get a lead position in the competition among policentres it is important to develop workplaces by themselves, a living city is important to attract and keep both business and populations. Development of knowledge, competence and education are important factors. To offer higher education in the area will keep competent people too. Development of infrastructure are important too.(Trandem Y 2011)

To prevent the dormancy of a region the increase of population are good. The region can choose how to perceive this as a lack of workplaces or a surplus of workforce both create opportunities to the business in the region. A large workforce market will give benefits to businesses. (Vareide K. 2011)

Studies and researchers agree that Polysentricity are having an important influence on the business in regions. An example would be Finnmark that only have one centre and in the west coast of Norway. The influence of polysentricity are agreed on among researchers, and even you can find traces it is very difficult to prove this within the statistics from Norway.(Vareide K. 2011)

The region and cities that face the pressure of larger cities would have to choose one of two perspectives on the situation, with more residents you will have a bigger workforce market and you are missing workplaces for them, this leading to commuting and other places will benefit from your workforce market. The other way of looking at it as you have a surplus of workforce and this gives possibilities for the business in the region. (Vareide K. 2011)

The large workforce marked will be positive and give benefits that would show on NæringsNM and the attractively barometer. (Vareide K. 2011)

Policentricity gives a larger labor market as the traveling time are reduced and the communication are improved, The county Østfold have a very large workforce market in the Norwegian scale. (Laursen G 2011)

Mega region

The result of a mega region are unresolved most likely the commuting in and out of the mega region will affect the effect of centre and rural areas connected to the centre. (Evensen E 2011)
The case of Moss would be dependent on the political willingness to be a part of this mega region or not. (Evensen E 2011)

The concept of a mega region will affect the regions included and the regions connected to it, in the manner that the circles of suburbs and rural belongings to a region centre will increase. To build a mega region you will need an infrastructure to support commuting in an accepted time for the people living in the mega region and to the ones commuting into the region. (Trandem Y 2011) If/when a mega region is setup between Oslo and Copenhagen this will make some changes of the structures and business in this mega region. All regions will get the same base of workforce and may compete evenly, thus it show that the different regions starting point will enhance. Those regions that already have a developed business will benefit from the reduced commuting time and increase their circle of available workforce, thus giving a boost in business in that area. To predict some outcome of an Oslo – Copenhagen megaregion effect Oslo and Copenhagen would not get any major change, Copenhagen already have a effect from been a large city and their position with their surroundings already

gives Copenhagen a benefit of their workforce area. Gothenburg as today have a blooming business in their region and are in instant need of more workforce to develop even further with an wider area of commuters they will benefit a lot of a mega region in this area. As for The region of Moss they will benefit of a wider workforce area too. (Laursen G 2011) When looking back at the building of Øresund bridge and what happened to the surroundings of this region, as the new infrastructure, made Roskilde into a dormant region for business.(Laursen G 2011)

Oslo-Copenhagen Corridor, mega region, only gives benefits to Moss more commuters gives better conditions for the businesses, the workforce market are increased. (Vareide K. 2011)

To predict and give clear answers on the benefits or detriment of what a megaregion would do to the region of Moss is not possible. Can look at some Ørebelt bru and what happened in the corridor that was created and the surroundings of that corridor.(Vareide K. 2011)

The region of Moss is not defined as a suburb of neither Oslo or the “capital” of “Østfold” the Sarpsborh/Fredrikstad region. Moss have been able to keep the industry and business and therefore the building of a Megaregion where Moss is a part of it will just be beneficial as the workforce market will increase as the commuters will have better conditions and time for commuting are decreased for a larger physical area.(Vareide K. 2011)

Hub development

The two focus area for The region of Moss should be hub development and centre development.(Trandem Y 2011)

Region cooperation

The people that move to Moss tend to be happy and most will stay. The represents from the business in the region have the impression that a person that stays in a region will start new businesses. To support new businesses and the growth of existing businesses there is a basis that all these businesses need and to make the businesses in a region sustainable and have the potential to grow one needs a diversification of more different businesses in more sectors that gives recruitment and trust among both the population and the businesses, the broader this diversification are the better suited the business in the region will be. To have the business

evolve and grow, one needs leading innovators that pulls the industry forwards in the front. The regions are not that divided as to city or region borders, the businesses region of Moss do involve a broader perspective than just the borders of the county and regarding knowledge economy both Halden and Ås is within the region of Moss giving synergies to the businesses and to the research environment in this area.(Laursen G 2011)

Sleeping town effect

One thing said Moss are no suburbs and no sleeping town as it have managed to keep a lot of industry and built up some businesses. There is a lot of suburbs and regions showing signs as being a sleeping town in Norway, and especial in the close regions of Oslo, one way to prevent this state is to know it's role and to find the role that the region want to have and to keep it's value by itself, this will give synergies between the bigger city and the smaller region. These synergies both negative and positive will have an effect on the result's the regions will get in NæringsNM.(Laursen G 2011)

In the Nordic countries the region of Moss have a unique compotation of infrastructure and a major junction of different communication, you find harbor with container port and ferries to connect two of Norway's most population rich counties. You find international and domestic airport, a 4 field highway both going north to the capital and to the border to Sweden. This combination is unique and rarely in the Nordic countries. In the region of Moss you will find establishments of logistic companies, these are some of the first companies that establish in a region as they need a lot of space.(Trandem Y 2011)

Globalizing and internationalizing are good to keep a focus on.(Vareide K. 2011)

To combine the establishment interests are wise (Vareide K. 2011)

5. Discussion

One topic that all objects mentioned as important and a positional blockage are the political environments willingness above business and business development in the region. One snag that are specially shown in the past in Østfold are the lack of cooperation across region borders and to pull together.

All the objects emphasize the importance of a good infrastructure, the wellbeing of living, upbringing and welfare. The region of Moss has all these and a comfortable climate due to its position and the costal line.

There was a lot of focus from the interview objects on the labor market and the importance of this for promoting new businesses and the development of existing businesses in a region. There have been studies from California that both supports and disagree with this argue, of having more intellectual people gathered in one place to be more likely to create new businesses. Even though this, most will agree that the more people in a region will create more opportunities both for new and existing businesses in that region. When connecting the policentricity and looking at the

I would like to use the Burgess model to describe the results and the urban social structures that

Another topic was the knowledge economy and the importance of competence in the workforce market to support development of businesses.

I had an assumption that the situation of policentricity for the region would have a large influence on the results the regions would get in NæringsNM.

To get ahead in the competition of policentricity it is important to find the role the region want to take, and then be aware this role when making further decisions regarding the region. If the region can manage this then there will be synergies and the region can keep it's intrinsic value.

It is clear that the force the different region centers have on each other and their surroundings have a large influence on how the result of NæringsNM do show. This is an augment by Telemarksforskningen too even they cannot find any statistical prove of this in Norwegian statistics.

The larger the difference of centers the greater the force will be on each other. As an example would be How Oslo have a larger area surrounding it where the workforce to be collect from

Push and pull, a polycentric view

As transportation are getting more advance and traveling times are shortened the region and center borders are extending and commuter patterns and labor market are fixed around the transportation roads within a increasing radius. There is a lot to support the theory of using the map to explain the results of NæringsNM. Here distances are measured in traveling time to the business centre and not the geographical distance.

One of the key factors for business development in a region is the access to labor market and the size of it. The larger and closer the market the better conditions for business to develop.

Large cities and regions are in need to expand their labor market to grow and to support an increase in businesses, the importance of a well developed infrastructure for transportation to carry commuters is needed.

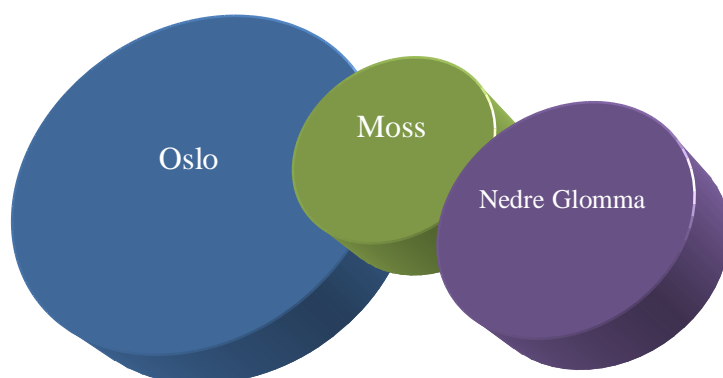


Figure 6, business centre in the region

All objects did in one way or other touch the topic of policentricity and the influence a big city/centre have on the rural surroundings in the region and the labor market. There are more rural centre in the region. In the region the center that have the strongest pull on Moss would

be the capitol, Oslo, where a lot of commuters are working, it even have its own life cycles of immigrations and emigrations. With a well developed transportation the region of Moss are inside the outer ring of Oslo, a travelling of 45 minutes by train or car.

The region of Moss is close to the “Nedre Glomma” region where the cities Sarpsborg and Fredrikstad have grown together creating an large polycentric urban region with a population of 101’698, this is the 5th largest agglomerations in Norway. Compared to The region of Moss the population is 41’725 and the municipals Rygge, Råde and Moss have not yet grown together forming an fully agglomerations. Because of the steady population increase of Moss city it has grown out of its border and has a lot of business and industry in the neighbor municipals, forming a polycentric business area.

The region of Moss do carry signs of been squeezed between Oslo and “Nedre Glomma” something that may lead to some identity crisis. Because of the position Moss has attracted a lot of new population; this makes it appear that Moss is very attractive in the “Attractive Barometer”. If Moss should continue to have a positive growth in business and be an attractive place to live there is a need of constantly development of the transportation, infrastructure and center development.

Even Moss are facing hard competition on the labor market in the region, Moss do have a well developed business and transportation, and it do have the same benefits, of a large labor market, as the other centre close by in the region. There have been concerns about having a large labor market without workplaces, this regarding the place identity and the voluntarism model where the workforce is contributing to the place they work and not where they live. This should be a concern for the region of Moss as they do top the attractively barometer to live but have a modest business development in the region.

Identification

In the competition of labor and combine the efforts in a region it is of uttermost importance a region choose what status it wants to have and then be honest about this choice. The choices can be to be a suburb or commuter region to another larger center or to take control and develop the business in the region to form a smaller polycentric business region.

As a part of further strategy for business development in the region of Moss there is a need to define and to be clear of what Moss is and what parts of the surroundings it belongs to, not

bound by its county border but by its surrounding environments. The rural development of the region of Moss has already started to grow into each other and Moss, Rygge and Våler do have a strong common identity. When defining distance as traveling time, there are a lot Moss could identify itself with as within 1 hour you will find the capitol Oslo, “Nedre glomma” with a lot of industry and research, Halden as technology city and research, Horten as technology city, Ås as research and higher education environment, Vestby as logistic hub and more.

A specific to the case is the upcoming enhancement of the transport corridor between Oslo and Copenhagen where moss are included. This will open up a Mega region as travelling time will be increased to 2 hours and 40 min traveling from Oslo to Copenhagen, with this improvement the labor market is estimated to be 8 million people. This is a opportunity for Moss and other regions in the corridor and the surrounding areas to the corridor. To benefit from the Mega region the regions need to be clear about their identity.

Do all eggs go in one basket?

There is a dilemma when a region just focuses on one business sector, the Late-2000s financial crisis shown how vulnerable the business can be even globally. The eastern region of Norway has evolved mainly in the finance and service sectors lately this sector was specially hit hard when the Late-2000s financial crisis hit globally. The narrow focus is something that will give large fluctuations on the profitability of companies and business regions. As in “good times” there will show great profit and in worse time it will show low profit, this can be shown in “NæringsNM” too. A more robust business region where the diversity on different business sectors are more even would most likely only show up as a average business region on the “NæringsNM” as the different sectors would counteract each other. Whereas a narrow business sector in the region, and more vulnerably, would have a more fluctuation outcome on the “NæringsNM” and in times could be showing up as a strong and innovative region as the business are emergent; whereas other times the region will face hard times as the business sector will go downhill and the result of ‘NæringsNM’ too.

Political goodwill

These choices are deeply influenced by the local politicians and their interests to cooperate and make the framework business are bound to follow to promote development.

To have a good progress in development of businesses there is a need of political goodwill. Businesses in the region of Moss struggle with the same destructive framework as most of private businesses in Norway. In special there is the taxation that prevents businesses to evolve and grow. Most of the times when businesses grow they need more space and other investments, and when this investment are draining the company equity there are increase in public taxes and fees; a lot of companies hesitate to make the choice of growing because of this framework and making business development in the region stall.

6. Summary

In this study I did conducted interview with parties from the business in the case region, and investigated papers discussing the supporting theory. The case is build up on the regions ranging in NæringsNM, and theory of region business development. The study tries to give an overall answer to why regions get their position.

The answers found are based on the case study and may not be transferred to every region; even the findings have a common nature and may be transferred to most regions. There is clearly a connection on the ranging regions get in NæringsNM and the labor market, business centers and their distance in traveling time. Depending on the size and distance the different centers do perform a pull on the labor market, and the stronger this pull or the bigger the labor market the better conditions a region have for businesses to develop.

Statistically there are no prove the reputation building of a region do have any influence on businesses in that region. This even a lot of effort and money are put down to change the reputation of regions.

Further study

It would be interesting to look further into these topics.

- When removing external variables the results of each region in the NæringNM are controlled by tree variables, the labor market, the capabilities of transporting it in the region and its surroundings, the distance to another region business center and the size of that center.
- What effect does reputation building of the region have on business in that region?
- Would it be possible to introduce a new business framework set by the government or local council; to take in consideration the negative effect on business expansion?
 - (The equity loss when investing to expand, together with increased taxes.)

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8. Appendices

Interview guide

2011

University of Oslo, SFE

Emil Krey

[A POLYCENTRIC VIEW ON “NÆRINGSNM”, A CASE STUDY OF MOSS REGION]

Intervjuprosessen

- Presentasjon av meg
- Presentasjon av min undersøkelse
 - Jeg ønsker i min undersøkelse å ta en kritisk vurdering av NæringsNM og attraktivitetsbarometeret.
 - Og så ta utgangspunkt i et case, regionen Moss, for å kikke nærmere på mulighetene for å forbedre resultatet eller næringslivet i en slik region.
- Intervjuet vil skrives ut på bakgrunn av notater. Kopi vil sendes til deg senest 1 uke etter intervjuet for gjennomlesning og redigering.
- I løpet av samtalen vil jeg stille spørsmål rundt følgende temaer:
 - Variablene i NæringsNM og attraktivitetsbarometeret.
 - Næringsutvikling i regioner, med spesielt fokus på forsteder.
- Intervjuets form
 - Intervjuet vil være samtalepreget og vare i ca. 60 minutter
- Anonymitet
 - Oppgaven bygger på kvalitative undersøkelse hvor objektet gir validitet og det blir vanskelig om ikke umulig å anonymisere svarene.

Brukes til å finne ut hvor pratsom objektet er, slik at man kan justere resterende guide ut fra disse spørsmålene.

Justerings spørsmål

- Kan ikke du begynne med å si litt om ...
 - Hvilken funksjon du har i jobben din
 - Hvilke fokusområder har i jobben din?

NæringsNM

1. Hvilke variabler ser du som viktige ved måling av næringsutviklingen i et område?
2. Hvilke variabler ser du som viktige ved måling av bosteds attraktivitet i et område?
3. Er variablene i NæringsNM riktige, mange nok, gir det en detaljert nok bilde av virkeligheten?
 - NæringsNM
 - Attraktivitetsbarometeret
 - Er det riktig å fjerne arbeidsplassveksten som en attraktivitets variabel?
 - Burde man ta hensyn til arbeidsinnvandring?
4. I hvilken grad spiller ”polysentrisitet” inn på næringslivet og bosteds attraktivitet?
5. Caset Moss:
 - Hva kan man gjøre for å heve resultatet til Østfold i NæringsNM (17/19)?
 - Hva kan man gjøre for å heve resultatet til Moss i NæringsNM (52/83)?

NæringsNM:

1. bedriftenes vekst og lønnsomhet,
2. nyetableringer
3. næringslivets størrelse)

Attraktivitetsbarometeret:

1. Nettoflyttingen-arbeidsplassveksten

Savner kanskje:

1. Miljø
2. Geografisk plassering
3. Sosialt
4. ...

NIBR 6 hovedmotiver for flytting i Norge (Arbeid, bolig, sted/miljø, familie, helse og utdanning)

”polysentrisitet” nærheten mellom byer, og byer der omlandet er gravgrenndt, og avstanden mellom sentrene er langt.

Forstad en by/tettsted i nærheten av en storby/stor region

Soveby en by hvor mennesker bor men har ingen annen tilknytting, stor andel av pendlere

Forstad?

1. Vil en forstad alltid fungere som en soveby?
 - Hva må man ha fokus på for å motvirke soveby effekten en forstad gjerne har?
 - Har Storby/forstad noen innvirkning på resultatene til NæringsNM og attraktivitetsbarometeret?
2. I hvilken grad spiller ”polysentrisitet” inn for utviklingen av næringslivet i forstader?
3. En god infrastruktur i en forstad er det en fordel for forstaden eller for større byer i nærheten? (tog, motorvei, kai, flyplass, ferge)

Mega region

Vil en mega region fungere som en samlet storby eller er det kun en utvidelse av radiusen for forstader?

Caset Moss:

Oslo-kjøbenhavn korridoren er en mulighet eller en trussel for Mosseregionen?

Blue banana; studier av bl.a Demografen
Roger Brunet.

Næringsklynge: en gruppe samlokaliserte bedrifter i en økonomisk region som er spesialisert innenfor et felles produksjons- eller kunnskapsområde, og der det er interaksjon eller avhengighet mellom bedriftene som har betydning for kunnskapsoppbygging, innovasjon og utviklingsevne

Teknologibyer: gruppe småbyer som er spesialisert innenfor høyteknologiske næringer (eks:Horten, Kongsberg, Raufoss og Halden)

Diverse

For å øke og bedre næringslivet i Mosseregionen, hva er det viktig å fokusere på?

1. Næringsklynger
2. Kunnskapsøkonomi
3. Oppbygging som Teknologiby?
4. Globalisering og internasjonalisering
5. Omdømmebygging
6. Kulturarven som instrument for økonomisk utvikling
7. Samle stedsinteressene (motstridene oppfattninger til

videre grep)

8. Annet?

Hvor plasserer du næringsutviklingen i Mosseregionen?

(Egenbasert, Oslodominert, transregional/nasjonal eller annet)

Avsluttning

- Med hensyn til Næringsutvikling i Mosseregionen som Case og gitt de temaer vi har berør i intervjuet er det andre temaer som du savner i intervjuet?

Takk for det

- Du får tilsendt intervjuutskriften i løpet av en uke, for gjennomlesning og redigering.
- Jeg vil sende deg en kopi av masteroppgaven som takk for at du har tatt av din tid til å hjelpe meg.

Interview guide